



NEWS FOR IMMEDIATE RELEASE

GlendalesGotGame.com

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**GLENDALE 11 & CBS 5 CONTINUE TO TEAM UP FOR BROADCAST BLITZ
TO SHOWCASE CITY'S PREPAREDNESS FOR SUPER BOWL XLIX**
Stories to also air on 3TV

GLENDALE, Ariz. –With just weeks to go before Super Bowl XLIX, Glendale's city TV station, Glendale 11, and CBS 5 (KPHO-TV) are continuing their partnership with a brand new series of reports showcasing how Glendale and its regional partners are preparing to host Arizona's third Super Bowl.

Back in 2008, Glendale 11 and CBS 5 teamed up on a similar initiative leading up to that Super Bowl, which was also held in Glendale. Those stories were recognized with a Rocky Mountain Emmy Award and honors from the government television industry association, the National Association of Telecommunications and Advisors (NATOA). This past fall, Glendale 11 produced an original wave of seven weeks' worth of stories, which aired on CBS 5. The stories also continue to run on both Glendale 11, the city's website and on the city's YouTube channel.

CBS 5 plans to air the second wave of four exclusive stories after NFL playoff games each Sunday in January. The first story is scheduled to air January 4th. The Glendale's Got Game Super Bowl stories will also air on 3TV, which is owned by CBS 5's parent company Meredith Corporation.

"So much planning and cooperation has gone into getting us to this point. The community is getting a unique behind the scenes look at how the city's team and its partners are working together to put on an exciting, world class and safe event," said Julie Watters, Communications Director for the city of Glendale. "And, adding another legacy Valley television station such as 3TV to the mix is so gratifying because it means even more people will see the stories and have reason to be proud of the work that goes into pulling off a successful world class event like the Super Bowl "

"Everyone knows about the Super Bowl, but few people know and understand what goes on behind the scenes," said Ed Munson, Vice President and General Manager for both CBS 5 and 3TV. "We have a great opportunity to give our viewers a unique look under the hood of this tremendously exciting event."

All of the stories airing on CBS 5 and 3TV will also be featured on Glendale 11 TV and online at www.glendaleaz.com. For more information or to watch the stories online, visit www.glendalesgotgame.com or check out the City of Glendale YouTube Channel at My Glendale 11.

Glendale, Arizona is home to

Luke Air Force Base

NFL's 2015 Super Bowl

Arizona's Best Festivals